

# CHECKUP

Vol. 3, No. 7 June 15, 1990

## HealthEast Wins Macy's 'Celebration' Prize

Nearly \$13,500 in awards will be divided among four groups related to HealthEast as a result of another successful Macy's "Cause for Celebration."

Benefiting from the event will be Lehigh Valley Hospice and Friends of Nursing at TAH—LVHC, Gnadon Huetten Memorial Hospital and Slate Belt Nursing and Rehabilitation Center.

HealthEast was also the winner of the \$5,000 prize for most tickets sold, followed by the Lions and Kiwanis Clubs. More than 15,000 tickets were sold and 11,941 shoppers attended the one-day event at Macy's Department Store in the Lehigh Valley Mall.

"For the second straight year, the community has overwhelmed the Macy's organization with its response to Cause for Celebration," comments HealthEast chairperson Susan Hoffman. "Hospice and Friends of Nursing (FON) worked hard to sell the number of tickets they did and this hard work resulted in another victory, which translates into nursing scholarships for FON and care for the terminally ill through Lehigh Valley Hospice."

Committee members, including Beth Martin at HealthEast, Mary Ann Bulishak at Hospice, Elisabeth Williamson and Hazel Kramer of TAH—LVHC, Carol Howard of GHMH and Marie DeFranco at Slate Belt, ex-

pressed hope that Macy's will repeat the promotion for the third year.

"They're just a great organization," Hoffman says of the department store for holding the special one-day event from which 32 charitable organizations received over \$130,000.

Distribution of the HealthEast receipts, she continues, will be \$6,330 to

Hospice, \$4,736 to FON at TAH—LVHC, \$1,644 to FON at Gnadon Huetten, and \$744 to FON at Slate Belt.

A spokesperson for Macy's says, "This event afforded Macy's the opportunity to give something to a community with which they have had a long and successful relationship."

## Annual Report Wins International Award

"Profiles in Caring," the 1989 Report to the Community, has been selected to receive a gold and a bronze prize in a prestigious international competition. The report was prepared by the Communications Department and appeared in the spring issue of *Vim & Vigor*.

The ARC Awards were conceived to recognize the highest achievement by professionals who work to produce annual reports. Over 1,000 entries from across the United States, Canada, Great Britain and Japan entered the various categories. The competition is unique in that each annual report is judged against itself, by peers in the profession, to the degree it succeeds in conveying the organization's message.

Past winners include Hasbro Inc., The New York Times Company, Southwestern Bell Corp., International Paper and American Express Company.

"Not only are we extremely gratified to receive such a high level of recognition for our work, but we are pleased we were able to complete the project in an extremely cost-effective manner. Incorporating the report in *Vim & Vigor* enabled us to guarantee delivery of 50,000 copies at a cost of only 80 cents per 40-page, full-color report," explains Susan Schantz, director of editorial services, Communications (HE).



The Allentown  
Hospital—  
Lehigh Valley  
Hospital Center

A HealthEast Hospital



# Events

## Digestive Science Lecture Series

As a part of the Digestive Sciences colon-rectal conferences, three talks will be held in the 4B nurse's lounge at LVHC site. On June 19, Linda Woodin, R.N., MSN, will speak about "Pain Management Options for the Surgical Patient" and on June 26, talks will be about research findings: Marion Hoffman, R.N., MSN, will discuss "Abbreviated Collection Times for Nitrogen Balance" and Chris Niznik, R.N., MSN, will speak on "Pre-Operative Teaching of the GI Patient."

Both programs will be from noon to 1 p.m.

## Baltimore Excursion

A shopping excursion to the Inner Harbor area of Baltimore, sponsored by the Employee Activities Committee, is planned for Saturday, July 14. Included in the \$25 per person bus trip is a visit to the National Aquarium in Baltimore. Departure is at 7 a.m. from LVHC site and departure from Baltimore is at 6 p.m. Reservations are to be made with Victoria Hackett at ext. 4230, and a deposit is required.

## Cedar Crest Announces College Programs

As a part of its "Returning to Learning" Program, Cedar Crest College will offer on site advising for TAH—LVHC and HealthEast employees for two 24-hour periods. In the conference dining room at the respective sites, information about the college's 30 majors and new R.N. completion program will be available from noon to noon on June 15-16 at LVHC site and from noon to noon on June 18-19 at TAH site. Advising services for anyone thinking of returning to college will be available on June 25 and 27 from 7:30 to 8:30 a.m., 2 to 3 p.m. and 3:45 to 4:45 p.m. at LVHC and TAH site conference dining rooms, respectively. Additional information is available from the college, 437-4471, ext. 355.

## A Reminder...

Hospital employees are reminded that representatives of the media may be on the premises only when accompanied by a representative of the Communications Department or Security.

Unescorted members of the press should be informed by any hospital employee to go to the main lobby of the hospital and wait there until a Communications representative arrives. The person identifying the reporter or photographer should page the media relations director on beeper number 3595.

## Health Matters

The television series "Health Matters" continues on WLVT-TV, Channel 39, with programs about "Head Injuries" on June 20, "The High-Tech Heart" on June 27, and "Saving Premature Infants" on July 4. All programs begin at 7:30 p.m. and are rebroadcast the following Saturday at 4 p.m. Health Matters is sponsored by TAH—LVHC.

## CPR Recertification

Recertification testing for cardiopulmonary resuscitation will be held in the 24-hour period beginning at 10 a.m. Wednesday, June 27 through June 28 in the pediatric classroom, 5th floor, TAH site.

Meanwhile the Emergency Medicine Institute (EMI) will offer both basic cardiac life support and CPR courses to the community and healthcare professionals in the LVHC site Anderson Wing Foyer. The recertification course will be held on June 25, for which a \$10 registration is required. The pediatric course, also offered at \$10, is on June 18. For additional information on the two courses or to register, call EMI at ext. 8600.

## Human Resources Offers Ticket Help

As a service to employees traveling on hospital business, the Human Resource Department will hold travel tickets for employees to pick up. In a procedure outlined in a memo to department heads, the traveler makes arrangements with GTA Agency, which then delivers tickets to the appropriate site; the traveler then can pick up and verify the tickets.

For additional information about the service, contact Jackie Wehr, ext. 8800, at LVHC site or Mary Ellen Dischinat, ext. 4743, at TAH site.

## WomanCare Programs

WomanCare is sponsoring three summer educational programs covering the topics of "Endometriosis and PMS Update", "Cosmetic Surgery: Faces, Figures and Facts" and "Chronic Pain Management."

The presentation on endometriosis and PMS will be presented by Larry Glazerman, M.D., department of OB/GYN, at both noon and 7 p.m. in TAH site auditorium on Tuesday, June 19.

A discussion of new developments in cosmetic surgery by Walter J. Okunski, M.D., and Raj P. Chowdary, M.D., both hospital plastic surgeons, will be presented at noon and 7 p.m. at LVHC site auditorium on Tuesday, July 17.

"Conquering It Before It Conquers You" is the subtitle of the program about chronic pain, including arthritis, back problems and nerve pain syndromes. The talk will be given by Linda Woodin, R.N., M.S.N., CCRN, project director and clinical nurse specialist, Pain Management Program, Neurosciences Regional Resource Center. The program is scheduled for Wednesday, Aug. 15 at noon and 7 p.m. in the LVHC site auditorium.

WomanCare officials suggest participants bring a brown bag lunch to the noon lectures and registration and additional information is by calling WomanCare at ext. 3800.

## Employee Picnic

The annual employee picnic will be held on Saturday, Sept. 8 at Emmaus Community Park, not Sept. 9 as previously reported. Details of the event, including the menu, are expected to be announced soon.

*CheckUp* is a biweekly publication of the Communications Department of HealthEast. To submit an article, or for additional information, call ext. 7915.

**Our mission is your health.**

HealthEast, a not-for-profit regional healthcare system, is more than 8,000 professionals, employees and volunteers working to provide you with quality, comprehensive health services.

Equal Opportunity Employer  
M/F/H/V



# Hospital Surpasses Tax Test

TAH—LVHC's uncompensated care and charitable contribution to the community during Fiscal Year 1990 (FY'90) is more than double the amount specified in Judge Robert Young's recent decision regarding St. Luke's Hospital. In this decision, Judge Young established a formula for hospitals donating uncompensated care.

Judge Young's decision applies to all six hospitals in Lehigh County. According to Judge Young's standards, TAH—LVHC will be deemed to have contributed a "substantial amount of uncompensated care" if in any budget year it:

(a) operated at a loss in its preceding budget year, considering all sources of income; or,

(b) donated uncompensated care in an amount at least equal to:

•75 percent of its profits from all sources realized in its preceding budget year; or,

•51 percent of its profits from all sources realized in its preceding year if the Board of Trustees has approved a new construction or major renovation plan to its hospital buildings, either of which plan is in progress or where work will begin within four years.

What does all this mean for TAH—LVHC?

The relevant test for TAH—LVHC is to donate uncompensated care in FY'90 (July 1, 1989 to June 30, 1990) at no less than 75 percent of excess revenue over expenses from all sources in the preceding year. During Fiscal Year '89, excess of revenues over expenses amount to \$7,329,957. Thus, 75 percent of this amount, or our "target," would be \$5,497,468.

Based on the hospital's FY'90 budget, we expect to provide \$11,487,000 in such services. (See chart) This clearly demonstrates TAH—LVHC will provide uncompensated care and community service in an amount that is more than double the standard set forth by Judge Young.

Not included in this calculation are the hospital's education and research budgeted costs of \$7,032,000. A substantial portion of these projected costs are devoted to educating healthcare professionals who will not work or practice at the hospital. Thus, in helping to produce doctors for our society at large, TAH—LVHC "relieves the government of some of its burden," one of the five-part test or requirements for being a charity.

The other four requirements are to advance a charitable purpose; donate or render gratuitously a substantial portion of services; benefit a substantial and indefinite class of

Based on TAH—LVHC's FY'90 Budget, we expect to provide the following:

Uncompensated care to patients (at cost).  
Gross Charges of \$4,237,000 x 64.6 percent  
(ratio of cost to gross charges). The Judge  
called this Hill-Burton and Bad Debt \$2,737,000

Medical Assistance shortfall, the difference  
between payments by Medical Assistance  
and cost. The Judge calls this MA shortfall  
Outpatient, Inpatient and Uncovered \$6,963,000

Mental Health/Mental Retardation program  
shortfall \$93,000

Hospital-sponsored Community Programs and  
Activities as described by the Judge:

Clinics subsidy	\$191,000
Families in Transition (staff only)	70,000
Wellness and Health Promotion	522,000
Emergency Medical Services	223,000
AIDS Control	45,000
Community Education and Wellness	521,000
WomanCare	122,000
	\$1,694,000

TOTAL \$11,487,000

persons who are legitimate subjects of charity and to operate entirely free from the profit motive.

Judge Young is expected to hear testimony this fall in the hospital's appeal for retention of LVHC's site tax-free status. Late last year, the Lehigh County Board of Assessment Appeals placed TAH—LVHC in the bewildering position of having one hospital site tax-free (TAH site) and the other liable to pay real estate taxes (LVHC site).

Salisbury School District is the only local taxing body which has aggressively pursued lifting LVHC site's real estate tax exemption. The other taxing bodies which previously sought to reverse the non-tax status of local hospitals — the City of Allentown, Allentown School District, and Lehigh County — are not pursuing tax-related action against TAH—LVHC.

## Friends Of Nursing Salutes Two Boosters

Two special awards were given by Friends of Nursing at the recent HealthEast reception to honor the 1990 winners of awards at TAH—LVHC.

Honored for extraordinary commitment to Friends of Nursing (FON) were Peggy Fleming and Carol Anne Bury.

Elisabeth Williamson, R.N., direc-

tor, FON, says Mrs. Fleming was recognized for her active participation in the development of Friends of Nursing over the past four years. She assisted in creating and developing awards and their criteria, participated in the entire interview and selection process for all the awards presented to nursing personnel at TAH—LVHC.

Carol Bury was saluted for her

guidance and encouragement since the inception of Friends of Nursing. She began the award and recognition program and led the Professional Nurse Council in activities that promote nursing.

This included fund raising, distribution of scholarships, coordination of celebrations and launching community outreach activities.





# Summertime!

**...And our Poison Center offers a few friendly tips for your family's safety.**

**W**hat could be more lovely than a summer's day—doing what we like best—outdoor excursions with our families or just enjoying the warm summer air? What could possibly go wrong? We should be aware of the potential hazards which lurk behind the lazy, hazy days of summer.

Sometimes the beauty of summer is disrupted by an unexpected storm. The new "storm" on the horizon is Lyme disease. This summertime disease is commonly transmitted by ticks, but can be carried by mosquitoes, pets and even rabbits. This disease is treatable and curable during its initial stages—early treatment is crucial. A small red bump surrounded by a rash which gradually grows then fades is the first symptom. If left untreated, cardiac or neurologic disorders can occur. These symptoms, too, may disappear in a few days. Recurring or chronic arthritis after a latent period of two years has also been documented. If you discover a tick attached to your skin, remove it immediately before it has time to transfer any bacteria into your body.

One of our favorite summertime activities is to take the family on a picnic. The threat of food poisoning lies with the most innocent piece of undercooked meat, potato salad that has lingered outside of the cooler for too long or the most scrumptious cream-filled donut. It causes stomach and bowel disorders. The onset of symptoms, which can include nausea, vomiting, abdominal cramps and diarrhea, is generally two to four hours following ingestion of contaminated food, but effects may occur within 30 minutes or be delayed as long as eight hours. These symptoms usually disappear in a day or two.

While picnicking, many children like to hike. They are fond of picking flowers, but must be aware of the danger when picking wild mushrooms, which are innocent-looking—but even small amounts can be



# A Few Simple Precautions

are all it takes to have all the pleasures of summertime without the intrusion of sickness and injury. But even with the best of efforts, some of the most common things can be genuine hazards. As healthcare professionals, we all should know — and have posted — the number of the Lehigh Valley Poison Center. Take a moment today.

## 215-433-2311.

deadly. Only an expert is able to determine the difference between those which are safe to eat and those which are harmful. Liver damage, which is not evident until several hours after ingestion, can be the result of indiscreet dining. Symptoms to watch for are stomach pain, nausea, vomiting, dizziness, muscle weakness in arms and legs, mental confusion and/or hallucinations. Anyone who suspects wild mushroom poisoning should call the Poison Center immediately.

While hiking, if you or a family member falls a victim of what you fear is a poisonous snake, try to stay calm. Never attempt to cut your skin near the bite or apply a tourniquet—you may cause unnecessary injury. Nearly 50 percent of venomous snakebites do not result in injection of venom by the snake and 99 percent of snakebites are not fatal. More people are killed by lightning than by snakebites. Always go calmly to the nearest emergency room for evaluation.

Camping is another family favorite. Again, there are many "poison perils." Kerosene for heaters and charcoal lighter fluid for grills may irritate eyes, damage tissue or cause serious health problems if ingested. Call the Poison Center immediately should an exposure occur.

Another danger is the carbon monoxide poisoning from the use of heaters, stoves, lanterns and grills in unventilated areas such as tents, campers, cabins or boats. Headache and nausea will let you know that you need to let in some fresh air!

What summertime outing would be complete without mosquitoes? Insect repellents may keep away the pesky critters which plague every camper, but can cause irritated eyes and other allergic reactions if used in excess. If sprayed into the eyes, wash immediately with water.

Bee stings can be life-threatening if a person is allergic to bee venom; otherwise they are just painful. If you are stung, remove the stinger by gently scraping it off the skin with a dull firm surface—such as a credit card. Cool compresses may help take the discomfort away faster.

Closer to the homefront, gardening is a favorite pastime for many summertime worshipers. Insecticides and pesticides, when used improperly, can be extremely harmful to humans. Always wear protective clothing if indicated on the container. Do not spray when windy or upwind and keep children and pets away from sprayed areas. Also, do not eat or smoke while spraying. Call the Poison Center immediately if you suspect someone has come into contact with one of these substances.

Fertilizers and seeds, especially those used in agriculture, may be coated with fungicides or insecticides and should be kept out of the reach of children and pets.

For those who profess to be "shade tree mechanics," tools

of the trade such as radiator coolants, whitewall tire cleaners, tire and mag wheel cleaners should be used with caution. Some compounds are extremely harmful or fatal if accidentally swallowed, inhaled for a prolonged period or spilled on an exposed hand or leg. Call the Poison Center immediately if this occurs.

With the nice weather comes the desire to beautify our homes. Caulking compounds, which contain silicone can produce intestinal obstruction and damage to sensitive tissues. Paint thinners can cause breathing difficulties if ingested; drowsiness if inhaled, and skin irritation results from prolonged contact. Turpentine, which is different from paint thinners, poses a threat if ingested, inhaled or spilled on the skin. Wash your hands thoroughly after use and flush out your eyes if any should splash onto your face. Aluminum cleaners may cause severe pain at the point of contact. Wash your skin immediately with large amounts of water. Sanding old paint from window sills or other areas on your home may cause lead poisoning if inhaled. Trouble can be avoided by wearing a respirator.

Home cleaning products such as window cleaners and all-purpose cleaners can be eye irritants. Use caution when you use these out of doors. Pine oil cleaners are toxic when ingested, inhaled or spilled on the skin. Drowsiness and even seizures can result. Mildew removers are corrosive substances which can cause severe irritation or chemical burns. Remember—never combine cleaning products! Other products which are to be used with caution are oven cleaners, moth balls and chlorine and chlorine test kits for pools.

Of course, it is important to remember these dangers apply to four-legged as well as the two-legged summer worshipers! Don't forget to keep a watchful eye out for your pets so that they, too, enjoy a safe summer.

Kathy Ray, educator of the Lehigh Valley Poison Center, feels that it is important for children as well as parents to be aware of summertime dangers. "The Poison Center reaches out to the area schools in an effort to educate children about their surroundings," she says. "Poison safety starts at home and is everyone's responsibility."

Additional medical attention may be necessary with any of the above incidents, so call the Lehigh Valley Poison Center at (215) 433-2311, 24-hours-a-day, seven days-a-week, with questions about any of the above dangers. The Lehigh Valley Poison Center is a knowledge resource center, set up for the benefit of you and your family and community.



# Odd Hobbies: Sampling The Cooper's Trade

Most would agree that a hobby is a good way to pass leisure time. But what does one do when the hobby consumes all one's time? For some, it means taking a career break and following a different path for a while.

For about five years, Geoffrey Mehl, editorial assistant, Communications at HealthEast, had one of the most unusual professions in the nation. He was one of fewer than three dozen coopers.

Coopers make the familiar wooden barrels, kegs, butter churns and wooden pails. There are three classifications of coopers. "White" coopers limit themselves to buckets, tubs and churns. "Wet" and "dry" coopers make barrels and kegs for liquid and dry goods, respectively.

Having begun working in the craft almost by chance 10 years ago as an avocational interest, both skills and marketability of the products eventually led Mehl to the decision to take time off from a career in journalism and communications and pursue the life of a craftsman full time.

It began with renovation of the kitchen in a Victorian home he owned, with the need for a temporary container to store cooking utensils. He made a container and "simply got carried away."

What he calls a "crude and ugly" cylinder aroused his interest in the process of bevelling edges of wood so that when placed together they begin creating a curve. That curve, in the form of a perfect circle, is what makes coopering the craft that it is.

His control, precision and interest in both design and history continued to expand, as well as invitations to participate in a number of historical craft events such as the Kutztown Folk Festival (June 30 — July 8), where demonstration of many nearly extinct crafts and trades still flourish.

An important factor as a hobby was that it was a means to relax after a day of high-stress work. "Most of the movement in this sort of thing is very rhythmic, but certainly physical, and for myself it was a personal sense of accomplishment," he explains.

"There are no books on the subject," he says, "So much of what I had to learn was by trial and error and seeing the work of others. It has always been a challenge to take a hunk of log or an ordinary board and by using only hand tools create a functioning vessel."

Coopering was at one time one of the most common trades of all, taking root in North America with the very first settlements. The craft itself dates back thousands of years to Central Europe.



*Geoffrey Mehl sheds shirt and tie for the garb of a colonial cooper when he demonstrates his craft at historic fairs and festivals. Looking on is his daughter, Katharine.*

"It was a pleasant change of pace," he says of the decision to walk away from a journalism career that had spanned nearly two decades. "And I knew it would not last forever. What one gains in independence, one gives up in both security and income."

He adds, "What was important, though, was to chase a dream, even for a little while. Life is too short not to follow your heart."

In addition to being able to meet the challenge of precision joinery, he feels he gained a great deal of knowledge in American heritage and cultures, and presently still makes some pails "mostly just for fun."

Coopering remains a limited hobby because of new job responsibilities at HealthEast and because of interest in another hobby — restoration of old British sports cars. How come? "I'm one of those people who's totally ignorant about automotive mechanics. I always liked the style of British roadsters. What more perfect way to learn cars?"

*The above report was prepared by Steve Snyder, a work study student from Kutztown University. Mehl can't possibly be the only employee at TAH—LVHC or HealthEast with an odd or unusual avocational interest. If you find "interesting" ways to enjoy spare time, let us know. One of the points made in our recent readership survey is that employees are interested in reading about the hobbies of others. So, let's hear about yours.*



# TAH—LVHC Food, Nutrition Services Merge

In one of the more visible events signifying the cooperation of two formerly distinct operations, Robert Smith has assumed responsibility for Food and Nutrition Services at TAH site, following the retirement of that site's director, Gerald Schlonecker.

Smith has been the director of Food and Nutrition Services at LVHC site since early 1988 and is an employee of The Wood Company. The company has provided food operations management services at LVHC site since 1975 and will extend these services to TAH site as Smith assumes responsibility.

Since the merger of the hospital on Jan. 1, 1988, managers at the two sites have been working together to develop a plan of action that would result in a fully integrated and merged food service department.

The nutritional service part of the food services department merged during that first year. Planning and preparation for the employee picnic, the Christmas party, catering guidelines and new employee orientation were also developed together. The clinical aspect of Food and Nutrition Services is directed by Jane Ziegler, executive dietitian, who has worked with Smith for the past 2 1/2 years at LVHC site and will continue to do so.

Future realignments of personnel employed by the hospital and by The Wood Company are possible as the integration process continues. A merger steering committee, including managers from both sites, is already at work reviewing the purchasing process, training requirements, policies and procedures and special events to identify opportunities for efficiency and quality improvement.



*Darlene Hamershock, lead worker catering, and Marvin Schmidt, chef manager, Food and Nutrition Services, LVHC site, recently participated in the Northeast Pennsylvania Chef's Association Culinary Show. Hamershock was awarded first place for decorated cakes, while Schmidt received an honorable mention for his presentation of a hot and cold seven-course gastronomic food display.*

## Recycling Drive To Benefit Burn Center Kids

"Aluminum Cans for Burned Children," an aluminum can recycling program developed by Lehigh Valley firefighters, raises funds to aid child burn victims and their families.

And because of a joint effort by the Burn Foundation of East/Northeast Pennsylvania and the General Services Department of TAH—LVHC,

hospital employees and visitors can participate.

General Services has placed a number of containers at both hospital sites, and officials note that it is important that only aluminum cans be placed in these containers to prevent the need for sorting trash.

The cans, in turn, are donated to the program where the proceeds support

care and treatment such as that provided by the Burn Center at LVHC site. The center annually treats 100 victims of severe burn injury regardless of ability to pay for care.

Departments wishing to participate in the recycling drive can get a collection container from the project by contacting General Services at ext. 8566 (LVHC) or ext. 2220 (TAH).

## Two ORs Close At TAH Site In Ambulatory Service Shift

Two of the six operating rooms at TAH site have been closed in response to the shifting of ambulatory surgery procedures to the Fairgrounds Surgical Center. Although some OR positions were eliminated by this move, no transfers were required because a number of staff chose to fill vacancies in other areas of the hospital.

According to Barbara Hanks, R.N., nursing administrator, the four remaining ORs at the site will see mainly inpatient surgery and a minimum of ambulatory procedures, primarily of an emergency nature.

Joint scheduling recently began between TAH site and the FSC to ensure that procedures will be done in the most appropriate OR.

Staffing reductions in the OR were accomplished through voluntary transfers under the hospital's transfer and promotion policy.

"Everything possible was done to accommodate those employees," says Hanks, who adds, in addition to employees relocating to other units, several part-timers stayed on the OR staff by accepting reduced working hours, one joined the FSC and one resigned to go to work for another hospital.

Hanks calls the spirit in the OR "cooperative. We're thankful that our employees chose to respond in such a constructive way," she said.



## Walking Groups Melt Pavement For Two Causes

Employee walkers have been spinning the odometers in two separate endeavors, for which progress reports were recently issued.

"Journey Through The Heart", a HealthCounts program, has logged in 12,970 miles as of May 23, five weeks into the ongoing stroll. According to Sharon Holmes of HealthCounts, 68 percent of the participants have entered the right atrium in their journey, while 45 percent are in the right ventricle, 27 percent in the left atrium and 13 percent in the left ventricle.

The leader board is headed by the "Night Stalkers" with an average of 130 miles tabulated in employee teams, "The Bonns" with an average of 97 miles in family teams, and Lynnette Hersh, with 178 miles, in the single category.

In the WalkAmerica '90 program, pounding pavement to raise money for the March of Dimes Foundation, a group of 90 walkers from TAH—LVHC has gathered up pledges of \$6,763, just barely ahead of the 69-member contingent from Alpo Foods. The hospital's crew is sixth in the area. Meridian Bank and AT&T are locked in a tight race for first place with over \$11,600 each.

With only 55 walkers, Chrysler First Inc. is in third place. Binney & Smith is in fourth, DayTimers fifth.

## Credit Bank Courses Now Available

Employee Benefits announced there are a limited number of credit bank courses available at Lehigh County Community College (LCCC), beginning with the Fall 1990 semester.

Courses are available on a first-come, first-serve basis. Employees are asked to obtain both a tuition reimbursement request form along with the LCCC credit bank course form from Human Resources. The LCCC credit bank course form should be taken to LCCC when you register. Both forms should then be returned to Human Resources before the start of the course.

When submitting receipts and grades after the completion of the course, please submit photo copies, not originals.

Those who have questions may



*Present at the awards ceremony for CAPD disease patients were (from left) awardee Richard Allen; Vicky Jasper, R.N., who trains the patients; awardee Michael Hickok; Jean Rudderow, R.N.; awardee Doris Brey; Bart Milano of Baxter Pharmaceutical Co.; and awardee Susan Kosalko.*

## Dialysis Unit, Firm Salute Patients

Seven area residents who have successfully battled their kidney disease with home treatment for five years were given special recognition from the renal dialysis center at TAH site and Baxter Pharmaceutical Co.

The awards, given at a luncheon in a local restaurant, were to recognize success with a treatment option called continuous ambulatory peritoneal dialysis (CAPD). It allows the most

physical freedom for a kidney patient, permits most of the activities they enjoyed before diagnosis, and many work full time.

Recipients of awards included Richard Allen, Doris Brey, Clayton Biechy, Dorothy Scoch, Michael Hickok, Susan Kosalko and Kathleen Romanick.

Baxter supplies dialysis treatment solutions and sponsored the luncheon and awards. "It is a special accomplishment to continue on CAPD for such a long period of time," says Bart Milano, a Baxter sales representative.

And Lisa Taylor, renal social worker at TAH site, says, "our five-year CAPD patients have adjusted extremely well to this health challenge. They certainly give inspiration to others who are diagnosed with kidney disease."

contact Sallie Johnson (LVHC and HE) at ext. 8805, or Cheryl Laky (TAH) at ext. 2977.

Remember: all requests for tuition reimbursement must be received by Human Resources prior to the start of the course for budget purposes.

## Room Reservations Begin For 1991

Meeting room reservations for 1991 are now being accepted by Human Resource Development. In a memo issued to all department heads and secretaries, a reservation form and description of available rooms was included.

Early action on reservations is suggested. The memo emphasizes that because rooms are limited, reservations should be limited to only that which is

necessary. It also encourages the form to be fully completed by applicants.

A total of 28 different rooms are available at the two hospital sites, with capacities ranging from eight to 216.

Diane Carpenter, director of Human Resource Development, says there are changes in the procedures and that questions about the procedure should be directed to HRD at ext. 2430 (TAH) or ext 8320 (LVHC).





# United Way & You

**1990**

## ***Funding Priorities***

**United Way has targeted low income and disadvantaged persons for funding.**

- The needs of the elderly, and in particular, maintaining the elderly in independent living situations.
- The emotional problems of youth.
- Emergency basic needs of the unemployed, the "working poor" and recently deinstitutionalized persons.
- Preventive substance abuse services.
- Parenting education.
- Literacy services.
- Child care for school-age (6-14) children of working parents and day care for single parent families and low income families.
- Needs of low income youth in the area of social development, recreation and comprehensive development.
- Emergency housing for the elderly and single parent families.

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**To get help... Call**  
Valley Wide Help **435-7111**

**To give help... Call**  
United Way Voluntary  
Action Center **434-2882**

## **What are the Community's Real Needs?**

In the sixth chapter of the Bible's Book of Acts it is reported that the disciples were concerned about the problem of hunger among a group of widows. They promptly set out to determine the size and nature of the problem. With proper information in hand, they examined the alternatives and then appointed a group of seven leaders to see that the widows were properly fed at special tables.

Whether it is in biblical times or the 1990's, we assess community needs to determine how best to distribute scarce resources.

Each year the United Way receives requests for funding that far exceeds available resources. In 1990 these requests exceeded available dollars by over \$355,000. With limited resources, how does the United Way determine the most pressing needs in the community that must be addressed? How does the United Way establish its funding priorities? Just like the disciples, they do a community needs assessment.

### **What is a needs assessment?**

A needs assessment is just a technical term for a process of determining community needs and establishing funding priorities. Needs assessments were created in order to assure greater efficiency in use of funds, to improve how the charitable dollar is spent.

**Who does the Needs Assessment?**  
The Lehigh Valley Advisory Committee is a United Way

committee charged with determining United Way funding priorities. Composed of 30 individuals from labor, management, community volunteers, education - all segments of the community - it has the responsibility of reviewing data to determine current community needs. Its report is sent to the board of directors for review and approval, and then to the Admissions and Allocations committee for implementation.

### **What information does the committee review?**

The committee looks at three types of data on community needs provided by: a survey of the Lehigh County community; experts in the field of human services and knowledgeable about the community, and "social indicators" provided from the census done by the joint planning commission.

**After complying and synthesizing all of this data, how does United Way's Lehigh Valley Advisory Committee develop priority statements? It asks these questions:**

What are the most critical needs in the community? Are they being addressed by an existing agency, volunteer group or by government?

Can the United Way have an impact on this problem? Are there sufficient dollars and volunteer resources available to help meet the need? Is this issue more appropriate for the government to address rather than United Way?

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# United Way & You

What is the most appropriate United Way response? Funding is just one possible action. Others include: organizing a volunteer task force, developing a collaborative strategy among existing agencies; influencing public policy through the United Way's Government Relations Committee. Often a mix of all four is required to bring results.

**What impact have the priorities had in United Way funding and efforts to meet community needs?**

Venture Grants, which targeted services that address priorities, increased from \$15,000 in 1988 to \$73,000 in 1989.

Member agencies, in order to receive increased funding, must show their programs are meeting a priority. In 1990 the funding increases ranged from a low of 2% to a high of 33%.

Member Agencies and the United Way have joined in addressing critical needs in a changing community. For example: The Boys Club, Girls Club and Scouting have developed outreach programs in low-income housing projects; Literacy Council, Hispanic American Organization, and Casa Guadalupe are expanding basic education programs; the YMCA and YWCAs are expanding child care programs both in center city and suburban Lehigh County.

Coalitions have been created to more effectively address issues no one

agency or group can tackle individually. Examples include AIDS, Youth Leadership, Confederation on Affordable Housing, and Child Care.

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## *The fight against alcoholism*

The abuse of alcohol and other drugs has a greater impact than most of us realize: For example, 70% of all drownings; 67% of all suicides; 82% of all burns; 52% of all domestic abuse; 72% of all robberies; 72% of all assaults involve the misuse and abuse of alcohol.

Since 1950 the Council on Alcohol and Drug Abuse (CADA) has been fighting alcoholism in Lehigh County. CADA, a United Way funded agency, provides services that help the victims of alcoholism recover, promotes public awareness, and assists youth in maintaining an alcohol-free life-style.

## *Here is what one victim of alcoholism has to say:*

My name is Beth, an alumna of CADA. I am a recovering alcoholic/addict and an adult child of an alcoholic.

Six years ago I called CADA to

get help 'for a friend' with a drinking problem. I talked with a counselor who listened to 'my story' and explained that he didn't know about helping 'my friend,' but heard a lot of pain in my voice and he felt CADA might help me.

During my first counseling session, I learned that alcoholism/addiction is a disease and not a mental or moral deficiency. I also learned that because I grew up in an alcoholic home, I probably developed some fairly dysfunctional characteristics and behaviors.

I spent a year and a half in individual and group counseling dealing with the core issues of my disease. Additionally, I joined a twelve-step, self-help group in which I remain active today.

I want to thank CADA for giving me my start on this joyous road to recovery. I also want to thank the United Way, for United Way funding helped to subsidize my treatment. Without United Way's dollars, many alcoholics/addicts will be denied the treatment we need.

**Grateful Recovering Addict**

**For More United Way Information, call United Way In Lehigh County, 434-9568.**